

**Philip Morris**  
**Roy Whalen -- Project Status**  
**-- September 28, 1993 --**

Problem in panel data affects:

MAT, app + disapp data at NSA, promotional tracking  
 - Data being reprocessed this week

- **MAT Fulfillment** — 2 weeks

Delivery

- **Marlboro** — View as 6 month windows — for #MM spent  
 what did it do for me?

Trial & Repeat  
 Brand Switching

- **Ongoing DM Coupon Redemption Tracking (CRT)**

July drops:

Merit Cards - Redemption next week

8/6 — 8/13 598,930

Merit Lights - Redemption week of 11/8/93

8/27 — 9/14 1,007,948

August drops:

Schedule for : Alpine/Virginia Slims/Parliament

Trish

- **Promotional UPCs**

Oct  
#3

#3  
Nov

- **Promotion Tracking**

↓  
10/14

↓  
July  
Sept  
(capri)

Shelly X2318

Gina  
Plais X2592

- **Coupon Tracking**

- **Custom Panel Measures**

- Sample sizes — next Tuesday